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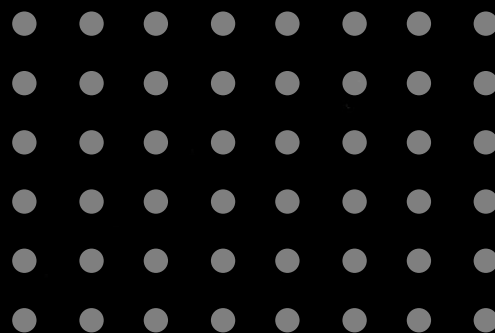


WORLD
RADIO
ALLIANCE

www.worldradioalliance.com

Radio drives business.

How radio supports brands.



Why does your brand invest in radio?

“Radio continues to provide the agility, cost effectiveness and impact required to drive effective brand and transactional marketing messages within the Irish market. Irish audience continue to be heavy listeners of radio and as a result it continues to be an effective way to engage with consumers with reach and effective cost per listen.”

What are radio's main strengths as a medium?

“Quick turnaround potential in producing radio adverts, engaged audience listenership and opportunity to cost effective promotions tied to radio shows.”



Robert Hyland, Senior Marketing | Brand Operations
| Strategic Planning, **Bank of Ireland**



Why does the Carrefour brand use radio?

“Carrefour uses radio, a powerful and historic medium, as it is an essential broadcasting medium for covering the whole country, throughout the day, allowing us to repeat our message over time. Radio is a real promotional medium – it generates in-store traffic and also allows us to build our image among our target audience. We all know that radio is also an everyday medium, best-placed for getting close to consumers. This proximity ensures the credibility of radio, which remains the number-one trusted medium among French people. Talking about our amazing brand through the medium of radio just makes sense. Audiences may have dwindled over the last few years, yet we still see today that radio is the medium that generates more in-store traffic than any other, as our econometric model shows! Radio has the best ROI!”

What are the advantages of radio?

“As you know, the customer is at the heart of Carrefour's strategy and our store teams and head offices do everything possible to ensure people have access to better food at lower prices. When we do great things, we should talk about them! For Carrefour, the advantage of radio is its national coverage, which allows us to target a very broad audience. At home, in the car, in our stores - radio is everywhere and it allows us to reach both our current and future customers. Above all, radio is a flexible and responsive medium - even if it is becoming more and more crowded, there is always the possibility to push a last-minute offer. Radio supports our business and responds to clients' needs following a hot news event, as was the case when fuel vouchers were introduced to support consumers' purchasing power.”



Nathalie Jacquier

Director of Strategic Marketing and
Brand France and Group

Carrefour



Pourquoi la marque Carrefour fait de la radio ?

“Carrefour prend la parole en radio, média historique et puissant, car c’est un support de diffusion incontournable qui couvre l’ensemble du territoire français, tout au long de la journée, et qui permet de répéter notre message sur la durée. Réel média de promo, il génère du trafic en magasin et permet également de travailler notre image auprès de notre cible. On le sait, la radio est aussi un média du quotidien, recommandé pour être proche des consommateurs. Cette proximité donne toute la crédibilité à ce support qui reste numéro un en indice de confiance auprès des français. Parler de notre belle marque sur ce support prend ainsi tout son sens. Et même si sur les dernières années les audiences s’effritent, aujourd’hui encore on voit que la radio est le media de trafic en magasin par excellence, notre modèle économétrique le prouve ! C’est le canal le plus ROIste !”

Quels sont les avantages de la radio ?

Vous le savez, le client est au cœur de notre stratégie, les équipes Magasins et Sièges de Carrefour mettent tout en œuvre pour donner accès au mieux manger, à moindre prix. Quand on met en place de belles choses il faut en parler ! Pour Carrefour l’avantage de la radio c’est sa couverture nationale qui nous permet d’aller toucher une cible très large. A la maison, dans la voiture, dans nos magasins. La radio est partout ! Cela permet de s’adresser largement à nos clients et à nos futurs clients. Et la radio c’est surtout un média souple et réactif. Car même si ce dernier est de plus en plus encombré, il est toujours possible pour nous de pousser une offre de dernière minute. La radio soutient ainsi notre business et répond aux besoins des clients suite à une actualité chaude. On se souvient du bon d’achat Carburant mis en place pour soutenir le pouvoir d’achat des consommateurs.



Nathalie Jacquier

Directrice du Marketing Stratégique et
de la Marque France et Groupe
Carrefour





“Audio (radio and online audio) is for Colruyt Group the pre-eminent medium, as our campaigns focus on the lower part of the marketing funnel (conversion) and because of its two great strengths: reach and activation. We also find that radio suffers proportionally less from a loss of reach to younger audiences, which is significant for our brands that target broadly. Audio also offers fun, efficient and creative solutions in which our brand can be integrated.”



Bjorn Van der Cruyssen, Head of Media
Colruyt Group



Why does your brand invest in radio?

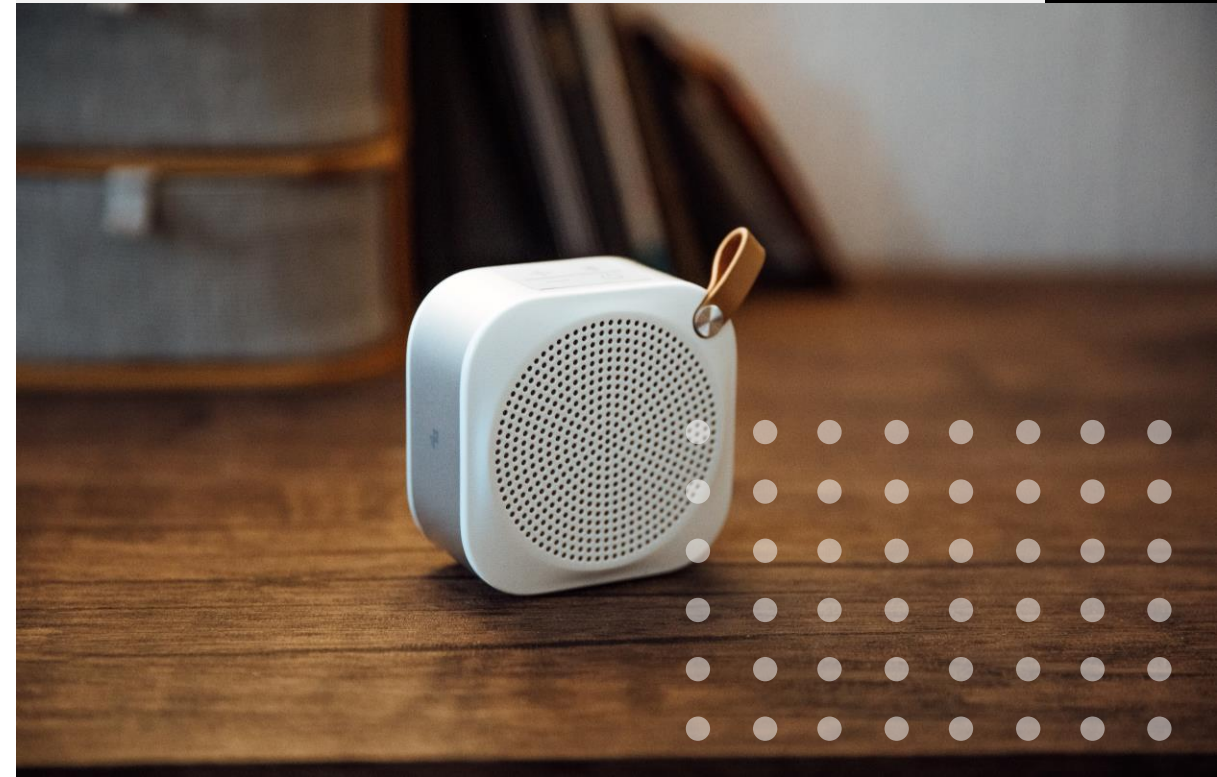
“We use Radio as a strategic way to supplement our brand campaigns at a far more localized level that national media can provide.

While video does a great job of building awareness and scaling reach for Desjardins, the inclusion of radio within our marketing plans allows to tactically increase the frequency of our messaging strategy where we want and during our key selling periods.

The immediacy of radio also provides us move potential customers closer to action versus other, less immediate / more passive platforms where the audiences tend to be more ‘lean back’ vs. ‘lean in’, in terms of how they interact with the content.”



Raphaël Metter-Rothan, Media Director, **Desjardins**



What strengths does radio deliver to help your brand succeed?

“Radio lends us the power to nurture audiences at a very local level and help build consideration for Desjardins’ financial services within the markets that we operate in, however the biggest strength of radio that we see is its cumulative effect.

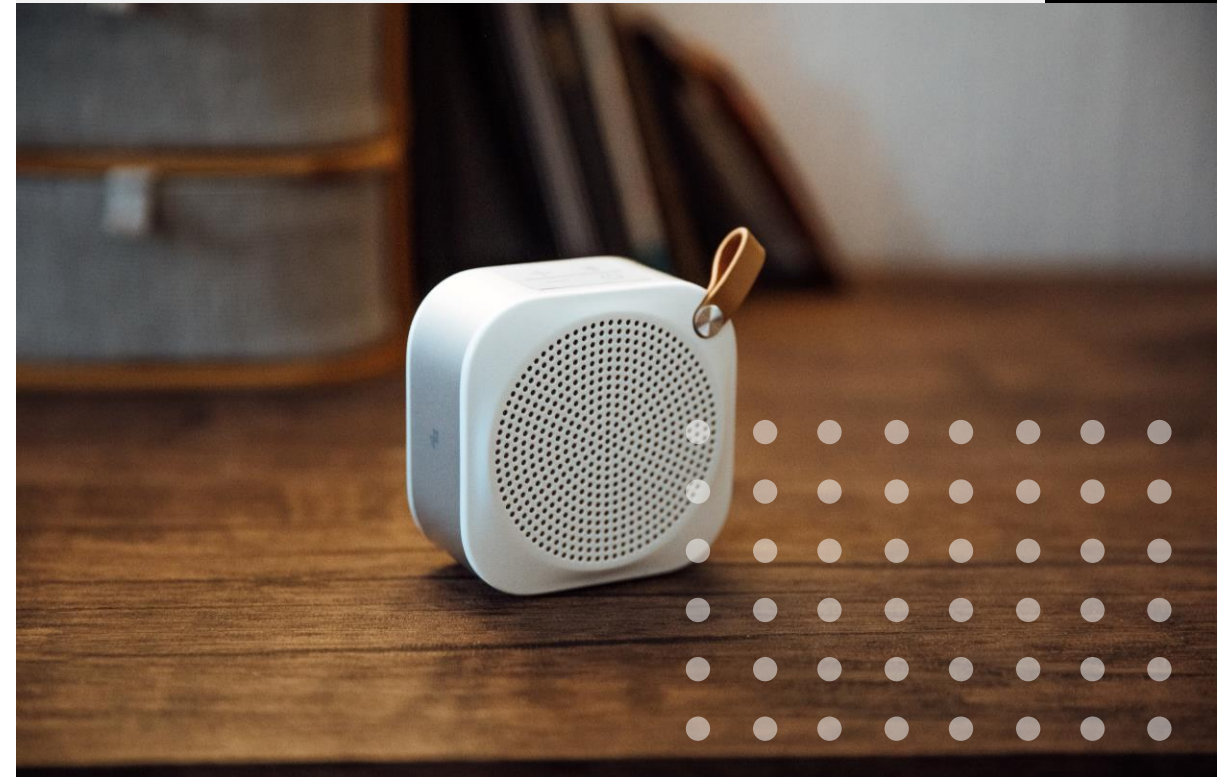
As a legacy radio advertiser, we know that a commitment to consistency works and that the longer a brand is on air, the more effective your results.

Frequency is an effective short-term strategy however the impact of how a dedicated, long term radio strategy can help move the needle on far more valuable outcomes like brand preferability and customer loyalty.

Probably one of the most strategic ways in how we have started to use radio for is a platform for custom content and have been designing more ways to move our messaging out of commercial time and into on-air programming so that we can really tap into the greatest strength that radio can offer a brand; the ability to deepen our connection, with a highly engaged audience, on the stations they are in tune with every day.”



Raphaël Metter-Rothan, Media Director, **Desjardins**



Why does your brand invest in radio?

“Radio provides a flexible medium for creative engagement. Creative can be developed that can stimulate the left side of the brain (DR, Transactional) but as well as this if approached properly radio creative can engage the right side of the brain brilliantly (emotion.) To this day I am yet to see a TV campaign that has pulled on my heart strings more than the Barry’s Tea CHRISTMAS TRAIN SET RADIO AD.”

What are radio’s main strengths as a medium?

Flexibility.



Niall Reynolds, Marketing Manager, **Vodafone Ireland**



“Radio is a great medium to reach consumers, it’s unique in credibility and flexibility and it retains a unique reach and geographic targeting capabilities. It really helps to reach people’s hearts.”



Javier Coromina, Media and Communications
Director, **Adam Foods**



Why does your brand invest in radio?

“Grana Padano has always found investing in radio to be very effective. We have a very popular product and we are able to reach all target groups through radio – it is an effective communication tool and an incredibly flexible medium, suitable for different categories and types of users. Radio is always with you, across all devices, wherever you go: whether you are in the car, at home or in the office, at work or in your free time when doing sport or exercising.

Radio is the only communication tool that accompanies you throughout all of life's situations”



Stefano Berni, General Director, **Grana Padano**

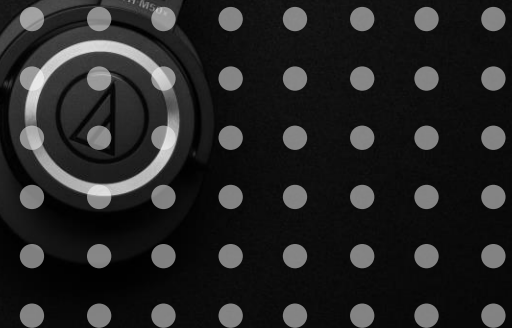


Why does your brand invest in radio?

“I have to say in former times we had a media mix and this was with TV, print, OOH and now we have the improved media mix. We have integrated audio in our media mix, especially for our ice cream brands because audio ads can very easily combine the video, online video and TV assets with static assets from print, OOH and digital and you really have the remembering effect and the combination and combining effect of audio with these different media channels.”



Bianca Dyckhoff, Senior Media Manager Ice-cream,
Unilever Germany



Why does your brand invest in radio?

“UnipolSai has been investing in radio for years because radio is an excellent medium for an integrated communication strategy alongside digital and, above all, television.

Thanks to the positive results we have achieved, in recent years radio has always been a part of advertising campaign planning, with different levels of investment each time and as a support for television.

As for strengths, I would cite the affinity radio has with the target audience of our flagship product, which is a third-party motor liability insurance. Naturally, we aim to target motorists and, by buying space in drive-time, we are able to reach a lot of them, given that a large proportion of radio listeners are behind the wheel.”



Alberto Federici, Marketing Director, **UnipolSai**



“[...] As us marketers struggle to try to find ways to break through and provide impact and ultimately drive our business, think about radio. It's the ultimate vehicle, some would argue it was social media before there was social media. We relied upon the authenticity and the importance of sports casters telling us about our favourite teams, or DJs or music presenters telling us who taught us about music culture.

So it's extremely powerful vehicle, it's an extremely underutilised vehicle and brands, I know when I was at Mastercard or when I was an agency person, so many brands found a way to make radio a part of the media investment because it was a big way to drive engagement, drive cultural relevance and ultimately drive my business.

So Happy world radio day and go rethink what your radio investment is and grow your business.”



Ben Jankowski, former Group Head, Global Media, **MasterCard**; Founder/ CEO, **Modern Media Solutions**

